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Russian Federation

ATO ACTIVITIES reports

Upcoming events

2006

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Report Highlights:

In 2006, Russia's economy will grow more than 6 percent and it will likely join the WTO. This is the year for exporters to take another look at the Russian market and decide to add it to your export country profile. Russia imported more than \$16 billion in agricultural and food products in 2005. ATO Russia is a three city office in Moscow, St.Petersburg and Vladivostok. In 2006, priority projects for ATO Russia are to organize two U.S. company pavilions at Moscow trade shows (World Food and Golden Autumn); to recruit Russian buyers missions to visit U.S. trade events (Boston Seafood Show, FMI, NRA, World Pork Expo, PMA) and several programs focusing on public outreach. This outreach effort includes a U.S. Food Quality Information Program, the web-site usda.ru support and mutual projects with Russian television. ATO plans continued required reporting on fruits and spirits, including work on the market access challenges for these products.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Moscow ATO [RS4]
[RS]

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FAS/USDA Endorsed Trade Shows in Russia**World Food Moscow**www.world-food.ru/eng

Date: September 26-29, 2006

Venue: Expocenter, Moscow

This USDA-endorsed event offers an excellent opportunity to introduce U.S. food products to Russia. In 2005, this 4-day show drew 1,100 exhibitors from 51 countries and attracted more than 50,000 importers, wholesalers, retailers, and processors from all parts of Russia and from many neighboring countries. A U.S. Pavilion is available for companies. The 2005 show had the largest contingent of U.S. companies in seven years and 2006 will be the largest ever. 65 Hotel rooms are reserved. Register and get your today. Spaces are filling fast. Contact ATO today for more information.

Golden Autumnwww.zolotaya-osen.ru

Date: October 6-10, 2006

Venue: All-Russia Exhibition Center, Moscow

This is a Russian Ministry of Agriculture sponsored trade show gathering Russia's agricultural enterprises nation-wide. If you are involved in production agriculture, then contact us today. The U.S. pavilion at Golden Autumn will showcase achievements in U.S. livestock, swine, and poultry genetics. Contact ATO today for more information!

Interfoodwww.primexpo.ru/interfood/eng

Date: April 10-13, 2006, repeats 2007

Venue: Lenexpo, St.Petersburg

The biggest trade show in NW Russia is celebrating its 10th anniversary this year. The number of exhibitors at Interfood 2005 was 160 companies from 21 countries. The show attracted 12,000 visitors. Too late to register for 2006, but show will repeat in 2007. ATO and several industry associations are attending in 2006.

Ingredients Russiawww.ingredients-russia.com

Date: December 5-8, 2006

Venue: Crocus Expo

As the Russian market for food ingredients continues to soar, Ingredients Russia, exhibition is offering 276 exhibitors from 23 countries the chance to tap this ever-hungry industry for the 9th year running. U.S. companies can register by contacting ITE (the show organizer directly). ATO will provide support for this show with sample shipments and logistics.

Buyers Missions – ATO organizes delegations of Russian buyers to these shows annually.

Fruitlogistica, U.S. pavilion

Berlin

February 2-4, 2006

www.fruitlogistica.com

IBSS –The International Boston Seafood Show

Boston (AAO Ag. Specialist Marina Muran just got back. Russian delegation was the largest foreign visiting group.)

March 12-14, 2006

www.bostonseafood.com/ibss06/public/enter.aspx

FMI – The Food Marketing Institute

Chicago

May 7-9, 2006

www.fmi.org/events/may/2006/index.cfm

NRA – The National Restaurant Association

Chicago (Thirty-one Russian entrepreneurs are registered to attend as of 4/6!)

May 20-23, 2006

www.restaurant.org/show

World Pork Expo

Des Moines, Iowa

June 8-19, 2006 (AAO Ag. Specialist Mikhail Maximenko recruiting now. FCS sponsoring a workshop with the State of Iowa for Russian Delegates).

www.worldpork.org

PMA – The Produce Marketing Association, FreshSummit

San Diego

October 20-24, 2006

www.pma.com/freshsummit

Reporting

ATO, Russia is an active report writer. Among scheduled GAIN reports:

- Exporter Guide
- Hotel and Restaurant Sector Report
- Shipping and Transportation: Russian Far East
- Shipping and Transportation: Greater Port of St. Petersburg
- Market brief: Tree nuts and snacks
- Fresh Deciduous (Delicious!) Fruit Annual
- Wine and Spirits Annual
- Market brief: Confectionery

Commodity trade development projects:**Wine**

On February 1st, ATO, the Wine Institute of California and the American Chamber of Commerce, Moscow, hosted a **wine tasting event** at Spaso House – the residence of the Ambassador of the United States of America. The event attracted more than 250 guests. Forty-nine varieties of California wine were presented to retail category managers, wine sommeliers from hotels and restaurants, and members of the AmCham. This event will repeat in 2007.

On March 28, ATO Vladivostok conducted an **American Wines master class** targeting hospitality industry professionals from key areas in the Russian Far East. Ms. Veronika

Denisova, an expert in New World wines of Enotria Wine School, Moscow led a theoretical course on the U.S. wine industry, and two training sessions on professional wine tasting, and food pairing. Eight varieties of four California brands were presented at the event.

June 15, **Wine Institute of California's European tour** touches down in Moscow. In honor of the visit, ATO and Wine Institute of California will host a wine tasting at Spaso House. Around 500 guests are expected. U.S. exporters will meet importers and wine professionals. A master class and press event accompany the tour. This event repeats in 2008.

Fruits

U.S. Fruit Outreach to St. Petersburg trade mission took place for the second time on February 6-8, 2006, and brought to Russia a group of U.S. fruit industry representatives: Washington Apple Commission, NW Pear Bureau, and USDA/FAS Horticultural and Tropical Products Division. This marketing event helped create awareness among Russian buyers about U.S. fruit markets, trade events in the USA. (PMA show) and U.S. fruit industry groups and their marketing activities. An event at U.S. Consul General Residence gathered together Russian importers who represent \$1.5 billion worth of fruit imports to Russia. This event follows Berlin's Fruit Logistica, offering an add-on to U.S. company exhibitors and repeats in 2007.

Hotels, Restaurants and Food Service

In September, an ATO pavilion and master class for American products will be held at the **Culinary Festival in Vladivostok**. The third Culinary Festival is an annual event in the hospitality industry of the Russian Far East and Eastern Siberia region. In 2006, the event is expected to attract more than 5,000 HRI industry professionals of different levels. ATO plans to distribute materials regarding the assortment of American products in the region and will organize 3-4 master classes to demonstrate the experience of leading chefs in cooking American products.

Moscow is red-hot for restaurants. Thirty-one entrepreneurs are signed up to attend NRA in Chicago in May. This is the first, large delegation to the show. ATO Moscow will be focusing more on collaboration with restaurants and cafes in the Moscow region. The HRI sector in Moscow and other regions of Russia is showing an impressive growth over the last decade and there are no signs of it slowing down.

Public Outreach

1. Food Quality Promotion

The U.S. Food Quality Information Program, jointly operated by U.S. Agricultural Development Cooperators and ATO, will focus on educational activities about U.S. food quality in the Russian market targeting key publics, including consumers and media. An official unveiling of a new website and promotional activities are planned for Sept. 25, concurrent with World Food U.S. pavilions.

The project will be implemented through:

1. Developing and maintaining a Russian-language web site (www.usfoods.ru) as the main information hub which will cover in detail:
 - U.S. food quality guarantee programs

- U.S. food safety programs
 - Separate USAEDC cooperator sections with their health messages.
 - Studies proving highest safety of U.S. products
 - Objective media reports
 - Online polls
 - Forums
2. Proactive work which targets journalists and publications
 3. Press events
 4. Press releases, media statements, countering negative media stories
 5. Cooperation with Russian Consumer Unions and their spokespersons
 6. Tours for media and spokespersons to production facilities
 7. Extensive use of U.S. diplomatic and consular events all over Russia

2. Meat Safety Conference

In Fall 2006, a U.S. Food Safety presentation is planned in Vladivostok at a conference called «MODERN TECHNOLOGIES, INGREDIENTS & EQUIPMENT FOR MEAT PRODUCTS & SEMI-FINISHED PRODUCTS ». Annually, the event gathers together more than 100 industry professionals and can help spread news about the U.S. Food Safety in RFE and Siberia region.

3. ATO supports our websites usda.ru and eng.usda.ru

4. Cooperation with Domashniy TV channel (www.domashniy.ru)

A project is underway to produce of 10 programs aimed at promotion of various aspects of U.S. cuisine. Several U.S. commodity groups have shown their interest in hosting Domashniy channel in the United States. There are programs available for your product. Contact ATO for details.

About ATO Russia

ATO Russia is a 3-city office with its headquarters in Moscow and branch offices in St.Petersburg and Vladivostok. ATO Russia works to support trade development, reporting and market access for U.S. food and agricultural products in Russia. Our market access work involves our reporting and trade advocacy for fruits, wines and spirits, as well as our public outreach programs listed earlier. The constituent posts in St. Petersburg and Vladivostok liase with port and customs officials as well as operates the programs as listed above. ATO implements its programs in close coordination and in support of FAS' Agricultural Affairs Office, co-located at the American Embassy Moscow.

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